# RESEARCH PLAN PROPOSAL

## Consumers Buying Behavior of Personal Care Products: A Comparative Study of Male and Female Users in Jaipur

For registration to the degree of

Doctor of Philosophy

**IN THE FACULTY OF COMMERCE & MANAGEMENT**

## IIS (deemed to be UNIVERSITY) JAIPUR


**Submitted by:**

Ms.Vaishali Gohil

IISU/2017/24608

**Under the Supervision of:**

Dr. Meenakshi Sharma

Associate Professor

Department of Financial Studies

IIS (deemed to be UNIVERSITY)


## Department of Commerce

## 2018

**CONTENTS**


| S. No | Particulars | Page No. |
|---|---|---|
| 1. | Introduction | 3-9 |
| 2. | Review of Literature | 9-21 |
| 3. | Research Gap | 22 |
| 4. | Justification of the Study | 22 |
| 5. | Scope of the Study | 22-23 |
| 6. | Research Questions | 29 |
| 7. | Research Objectives | 29 |
| 8. | Hypotheses | 30 |
| 9. | Research Methodology: | 30-32 |
| | Research Design | 30 |
| | Data Collection | 30 |
| | Sample Details | 31-32 |
| | Tools and Techniques | 32 |
| 10. | Scheme of Chapterization | 33-34 |
| 11 | Bibliography | 35-38 |

## Introduction

## Consumer Behaviour

**"**Consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services." **Louden and Bitta**

The study of individual groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impact that these processes have on the consumer and society.

Consumer behaviour is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behaviour to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met. The field of consumer behaviour covers a lot of ground. It is the study of the processes involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Marketing is so much more than creating a catchy phrase or a jingle people will sing for days. Understanding consumer behaviour is a vital aspect of marketing. The expanded view of consumer behaviour embraces much more than the study of what and why we buy, it also focuses on how marketers influence consumers and how consumers use the products and services marketers sell.

## Consumer Behavior Process

Most marketers now recognize that consumer behavior is in fact an ongoing process, not merely what happens at the moment a consumer hands over money or a credit card and in turn receives some good or service. We generally think of a consumer as a person who identifies a need or desire makes a purchase and then disposes of the product during the three stages in the consumption process. In many cases, however different people play a role in this sequence of events.

**Stages in Consumer Decision Making Process**

(Source- Consumer Behaviour, Michel .R. Solomon)

**Personal Care products**

Generally, personal care products are those products which a consumer uses for his personal purpose. It includes different types of cosmetic and skin care products like talc, cold cream, fairness cream, toothpaste, toothbrush, perfume, deodorant, hair oil, shampoo, soap, and all typesof baby care and beauty care products. These are the core FMCG products. Any person needs for these products every day.

Personal care products are a part of the FMCG industry. In some words, we can say that personal care products are the backbone of the FMCG industry. As per the time passes away, the demand of personal care products is also increasing day per day and future of these products are also very bright and profitable.

There was a time when consumers did not spend too much amount on the personal care products. But in those days, they are not only eager for spending more money on the personal care products, but at the same time they are looking for a good and prestigious brand for the particular product. Modern media and advertisement plays an important role in the increasing of demand of personal care goods. People of metro cities are too much brand conscious but if we look at the people of semi urban and rural areas, they are also looking for a good brand for the particular product.

**History of Personal Care Products**

People have always wanted to look and feel attractive since the earliest days of civilization. Many ancient societies stressed the importance of personal hygiene. For example, Hindu texts, such as the **Vishnu Purana** and the **Manusmriti** had detailed codes of hygiene. Archaeologists have found evidence of the use of cosmetics as far back as ancient Egypt and Greece. The ancient Romans had elaborate public bathhouses. Today, in our image-obsessed world, taking care of one's personal appearance and demonstrating good hygiene are extremely important. Studies have shown that those who present a good personal image have a better chance of success in life—from finding a life partner to landing a job.

**Personal Care Products Industry**

The personal-care product industry aims to help people look better and feel better about themselves. It creates, manufactures and sells personal-care, beauty, and hygiene products. Examples include cosmetics, toothpastes, sunscreen, razors, shaving cream, deodorant, soaps and other products for bathing, hair care products, skin care products, nail and cuticle care products, fitness products (such as specialized running shoes and supports and braces), and many other items. Products are sold in retail stores, door-to-door, by mail order, and online.

The personal-care industry is a massive field. Worldwide, it generates more than $250 billion in annual retail sales, according to the Personal Care Products Council, a trade association for the cosmetics and personal-care products industry that has more than 600 member companies. As of 2016, the United States is the largest consumer of personal care products with China and the United Kingdom following in second and third place. In the U.S. the personal care products industry accounts for almost $237 billion towards the national gross domestic product (GDP) and employs or supports 3.6 million workers, generating more than $140 billion in wages.

The personal-care industry is an important segment of the U.S. economy. People will always need hygiene products such as toothpaste and soap, cosmetics will remain popular, and the U.S. population will continue to grow (creating more market demand). These developments translate into an excellent overall employment outlook for the personal-care industry.

**Personnel Care Products in India**

Personal care or cosmetic products in India, being a kind of consumer oriented business,is constantly trying to cope with the modern and latest requirements of the inhabitants of the country. This industry mainly concentrates on the manufacturing of products related to personal hygiene and beautification.

During the past few years, India's cosmetic industry has witnessed a remarkable growth because of the growing hygiene awareness, increasing income level and mass media penetration. Being one of the chief FMCG (Fast Moving Consumer Goods) constituents, these products include cosmetics, soaps, hair care products, skin care products, shampoos, perfumes, oral care products and many more. Himani Fair and Handsome Mardon Wali

Fairness Cream, Thanda Thanda Cool Cool Navratna talc, International Lux etc. are the some of the front drive of advertisement in the way of the success of personal care products.

**Top leading Companies**

To meet the daily requirements of the huge population of the country, many national as well as multi-national companies are involved in the manufacturing and marketing of varied personal care products. They contend each other to provide the best quality products to their customers at an affordable price. Following are some of the best cosmetic brands in India, which are being widely used by people:

**1. ITC Limited**

Based in Kolkata, one of the major metropolitan cities of the country, this Indian conglomerate has been growing rapidly in the national market of personal care products. Manufacturing of varied kinds of personal care goods is a part of their business though. The name of this company features in the Forbes 2000 list.

**2. Johnson and Johnson:**

With its name shown in the Fortune 500 list, this American company is known for manufacturing different kinds of baby care products. Being a pharmaceutical company, Johnson and Johnson even manufactures several types of medical goods and devices, which are packed for people's consumption. This top most reputed manufacturer of personal care products in the world is famous for manufacturing products like baby powders, face washes, first aid products, contact lenses, baby powders, diapers, cream, oil, shampoo and numerous other personal care as well as baby care products. Apart from this country, this brand name is stretched over fifty six other countries.

**3. Procter and Gamble:**

This is one of the top most personal care brands in India. With a huge array of personal care goods, Procter and Gamble provides a huge array of personal care goods, among which a customer can easily choose his or her required products. Gillete is one of the well known brands of this company that has got products like razors and numerous other kinds of products related to personal hygiene. To name a few more products of this company are Ariel, Head & Shoulders, Tide, Pantene, Vicks etc.

**4. Colgate Palmolive India:**

Based in Mumbai, this personal care brand manufactures products like toothbrushes, toothpastes, tooth whitener, shower gel, fluoride therapy and varied other products for the treatment of skin as well as mouth ulcers.

**5.Godrej Consumer Products Limited:**

Known for several types of personal care items like hair color, toilet soaps, liquid detergents etc. Godrej operates mainly from Mumbai. They manufacture soaps on contract as well. To name a few of their popular brands are Cinthol, Ezee, Fairglow, Nupur and many more.

**6. Hindustan Unilever Limited:**

Headquartered in the city of Mumbai, HUL or Hindustan Unilever Limited is the manufacturer of personal care goods like soaps, detergents, cosmetics etc. Some of the mostly used products of one of India's biggest exporter are Lakme beauty care products, Lux, Lifebuoy, Rin and Surf Excel.

**7. Marico:**

This Mumbai based company has got many personal care brands, which are quite famous in India. Some of the popular personal care products manufactured by them are Aromatic, Hair & Care, Kaya, Mediker, Nihar, Parachute, Revive, Saffola, Shanti, Sundari, Sweekar etc.

**Besides the brand names mentioned above, some of the other popular personal care or cosmetic brands in India are as follows:**

- Dabur India
- L'Oreal India
- Maybelline
- Nirma
- Revlon
- Patanjali

**Types of Personal Care Products**

Personal care includes products as diverse as cleansing pads, deodorant, facial tissue, lip balm, lotion, , hand soap, facial cleanser, body wash, nail files, perfumes, shaving cream, moisturizer, talcum powder, toothpaste, facial treatments, wet wipes, and shampoo.

**Review of Literature**

1. **Review of Related Literature:**

Literature review is a body of text that aims to review the critical points of current knowledge on a particular topic. The objectives of review of related literature are:

1. To gain a background knowledge of the research topic.
2. To identify the concepts relating to it, potential relationship between them and to formulate researchable hypotheses.
3. To identify appropriate methodology, research design, methods of measuring concepts and techniques of analysis.
4. To identify data sources used by other researchers, and
5. To learn how others structured their reports.

A deliberate attempt has been made to select recent and pertinent literature since Personal Care industry is still in the growing stage.

**Year wise division of reviewed research paper:**

| Year | No. of Research Paper |
|---|---|
| 2010-2012 | o4 |
| 2012-2014 | 06 |
| 2014- till date | 10 |

## Geographical Area Covered in the Review:

| National Journals | International Journals |
|---|---|
| 07 | 13 |

**Barot Mukti Rajender kumar (2017),** in his study " An Analytical Study of Consumer Buying Behaviour on the Way to Cosmetic Products" find that, most of the consumers use cosmetic products for caring skin and they are loyal towards only one brand. Most of these products are used by teenagers.

**Dr. Ravindra and Sunita Yadav. (2017)** studied to identify the consumers for the cosmetics and their socio-economic background and main aim to study the cosmetics buying habits and purchasing behavior of consumers. The research was limited to Rewari District, Haryana only and if the same research would have been carried in another city, the results may vary.

**Kruti Bhatt and Peenal Sankhla .(2017)** made an attempt to identify the factors motivating consumer buying decision towards cosmetic products and to identify the most preferred cosmetic brands by respondents. Data were collected from 100 respondents. Descriptive statistics including One-Sample t-Test was used for data analysis.

**Rameshwari,P, R. Mathivanan and M. Jeganathan (2016)** The research attempts to study the consumer buying behavior of cosmetic products in an Indian setting, specifically with reference to Thanjavur. The purpose of this paper was to investigate the various factors that have impact on buying decision of consumers. Data were collected from 100 respondents and Percentage and Factor ranking method was used for data analysis.

**Dr. Nagananthi T., Mahalakshmi M. (2016)** Studied consumers' brand preference and buying behavior of cosmetic products at Coimbatore city. The main aim of study was to identify consumers' brand preference towards cosmetic products and to determine the

relationship of brand factors with demographic data. Primary data were collected from 200 samples through convenience sampling. Chi square test and one way ANOVA were used for data analysis. They found that personal care is one of the most important reasons for purchasing cosmetics. Himalaya herbals were the most important brand among consumers. Demographic factors influence consumer to purchase the cosmetics.

**Syed Kazim and D. G. Kantharaj (2015)** made van attempt to find out cosmetic advertisement influences the customers purchase decision and to determine the impact of advertisement towards customer purchase decision in Bangalore city. Data were collected from 100 respondents and ANOVA, Statistical package SPSS 19 was used for data analysis.

**Prof. Anute N., Dr. Deshmukh A. Prof. Khandagale A. (2015)** studied consumer buying behaviour towards cosmetic products. The main aim of study was to study demographic profile of consumers and to find factors affecting consumer purchase decision. They also want to know the purchase pattern for cosmetic products. They found that majority of people use domestic cosmetic brand, television is most effective media to get information of cosmetics; quality of product is considered as most important factor for consumer purchase decision.

**Banu Rekha M., Gokila K. (2015)** studied consumer awareness, attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. The main aim of study was to consumer awareness towards herbal cosmetics, to identify the factors influencing the consumers to use herbal products. Descriptive research design was used with non probability convenience sampling with 50 respondents of Coimbatore city. Karl Pearson's co-efficient of correlation, average ranking analysis and chi-square analysis were used for data analysis. They found that family income per month and spending for herbal products have positive correlation. Quality was ranked as most important factor that influences consumers to purchase cosmetics. They concluded the research with a note that consumers believe that herbal cosmetics are not aluxury now and should be used by consumers.

**Hemanth Kumar A, H., Franklin John S., Senith S**. **(2014)** studied factors influencing consumer buying behavior in cosmetic products. The main aim of study was to identify the factors influencing consumer buying behavior along with to study influence of income level

on consumer buying behavior decisions. Data were collected from 500 respondents. Descriptive statistics including one way ANOVA was used for data analysis. They found that quality and price are the most important factors which can influence consumer buying behaviour.

**Anjali Sharma et al. (2013)**, made an attempt to investigate the impact of brand loyalty on consumer buying behaviour for beauty products and aspects involved while purchasing cosmetic products. Majority of respondents opined that quality is the most important factor at the time of purchasing of the beauty products followed by brand and price. However, small group of women feel packaging is the key factor for decision making. Researchers concluded that these factors are generally responsible for switching to other brands and friends are the most powerful reference group.

**Chang-Tzu-Chiang, Wan-ChenYu.(2010)** studied female consumer behavior in cosmetics market.Case study of female consumers in Hsinchu Area Taiwan. The main aim of study was to identify the attributes and value attached by female consumers towards cosmetics. Their demographic statistics were used in research study.390 samples were used to collect data. Factor analysis and ANOVA were used for examining various hypotheses. Means End chain theory was used to understand the signification of product attribute valued by consumers.

**Table No. 1: Reviewed Papers/ Articles**

| **Study Reference** | **Title of the paper** | **Study objective / Description** | **Country, Geographical area covered** | **Sample Size /Data Analysis method** | **Observation** |
|---|---|---|---|---|---|
| Ravindra ,Dr. And Sunita Yadav .(**2017)** | Consumers Habits towards Cosmetic Products- A Study of Rewari Disrict in Haryana. | To identify the consumers for the cosmetics and their socio-economic background and also to study the cosmetics buying habits and purchasing behavior of consumers. | Rewari, Haryana, India | 125 respondents Mean, Frequency and Chi-Square | The research was limited to Rewari District ,Haryana only and if the same research would have been carried in another city, the results may vary. |
| Barot Mukti Rajender kumar. **(2017)** | An Analytical Study of Consumer Buying Behaviour on The Way to Cosmetics Products. | To identify the variety of factors that affects consumer buying behaviour and purchase decision. | Online questionnaire, India | 206 respondents Percentage | The data for the research is totally based on primary data, so there was full chance of personal bias, therefore the correctness might not be true. |
| Bhatt ,Kruti and Peenal Sankhla .(**2017**). | A study on Consumer Buying Behavior towards Cosmetic | To identify the factors motivating consumer buying decision towards | Navsari city, Gujarat, India | 100 respondents One-Sample t-Test | The research was limited to Navsari city, Gujarat only |

| | | | | | |
|---|---|---|---|---|---|
| | Products. | cosmetic products and to identify the most preferred cosmetic brands by respondents. | | | and if the same research would have been carried in another city, the results may vary. |
| Nagananthi, Dr. T, M. Mahalakshmi . **(2016)**. | Consumers 'Brand Preference and Buying Behaviour of Cosmetic Products at Coimbatore City. | To identify the consumers'brand preferences towards cosmetics products and to determine the relationship between the demographic factors with the brand preference of respondents towards branded cosmetics. | Coimbatore ,India | 200 respondents Chi – square test and one-way ANOVA | This research and its results are only applicable to the respondents of Coimbatore, and are not applicable to any other places. |
| Rameshwari, P, R. Mathivanan and M. Jeganathan **(2016)** | A Study On Consumer Buying Behaviour of Cosmetic Products in Thanjavur, Tamilnadu, India. | The research attempts to study the consumer buying behavior of cosmetic products in an Indian setting, specifically with reference to Thanjavur. The purpose of this paper was to investigate the various factors that have impact on buying | Thanjavur, Tamilnadu, India. | 100, Respondents Percentage and Factor ranking method | The research was limited to Thanjavur city, Tamilnadu, only and if the same research would have been carried in another city, the results may vary. |

| | | | | | |
|---|---|---|---|---|---|
| | | decision of consumers. | | | |
| Kazim , Syed and D. G. Kantharaj **(2015)**. | Impact of Advertisements towards Customer Purchase Decision: A Study with reference to Cosmetic Products. | To find out cosmetic advertisement influences the customers purchase decision and to determine the impact of advertisement towards customer purchase decision. | Bangalore, India | 100 respondents ANOVA, Statistical package SPSS 19 | Sample size was limited to 100 respondents only and the research was limited to Bangalore city and if the same research would have been carried in another city, the results may vary. |
| Anute, Nilesh Dr. Anand Deshmukh and Prof. Amol Khandagale. **(2015)** | Consumer Buying Behavior towards Cosmetic Products. | To study demographic profile of consumers buying cosmetic products and to study factors affecting buyers decision for purchasing cosmetic products and to study brand preference for cosmetic products. | Pune ,Maharashtra | 200 Percentage | Sample size was limited to 200 respondents. The research was limited to Pune, Maharashtra only and if the same research would have been carried in another city, the |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | results may vary. |
| Fatima, Samar and Samreen Lodhi **(2015)** | Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City | To identify the impact of advertisement on consumer awareness and to study the impact of consumer awareness and perception on buying behavior. | Karachi City, Pakistan | 200 respondents Mean, standard deviation, Correlation and Regression, Percentage analysis and ANOVA | Time was the major constraint faced by the researcher and the other limitation was of limited area as this research comprises only in the Karachi City. |
| Rekha, M Banu, and K.Gokila, (**2015)** | A study on consumer awareness,attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. | To study about the factor influencing the consumer to use the herbal cosmetic products and to study the level of consumer satisfaction towards herbal cosmetic products. | Coimbatore city, India | 50, Respondents Karl Pearson‟s co-efficient of correlation ,Average Ranking analysis, Chi- square | The area was wide since it is confined only to Coimbatore city so results cannot be universally accepted and the study was limited to the 50 respondents only. |

| | | | | | |
|---|---|---|---|---|---|
| Kumar, Hemanth, A, H, S.Franklin John and S.Senith. **(2014)** | A Study on factors influencing consumer buying behavior in cosmetic Products. | To find how consumer buying behaviour factors influence Consumers when purchasing cosmetic products and to study the influence of Income Level of the respondents on consumer buying behavior dimensions | Tamilnadu and Kerala, India | 500 respondents ANOVA , Cronbach, S alpha | The research was limited to Tamilnadu and Kerala only and if the same research would have been carried in another city, the results may vary. |
| M, Parmar, Sushil kumar. **(2014)** | A Study of Brand Loyalty for Cosmetic Products among Youth. | To study the customers perception towards factors responsible for building brand loyalty and to know the portion of male and female in cosmetic market. | Khedadistri ct and Vadodara district, India | 120 Respondents . Chi-square test, Garrett Ranking method and descriptive statistic. | Sample size was limited to 120 respodents only and the research was limited to Kheda district and Vadodara district only. |
| Rao Desai, Kisan Shivaji (**2014)** | A Study On consumer buying Behavior of Cosmetics products In Kolhapur. | To analyze the factors influencing on buying decisions and also to analyze the effect of media communication on buying behavior. | Kolhapur, India | 100 respondents, Percentage analysis | Time is the major limitation, which has affected the inferences drawn in the study and also only one city was surveyed. |

| | | | | | |
|---|---|---|---|---|---|
| Sharma, Anjali ,Shruti Bhola, Shweta Malyan and Neha Patni.**(2013).** | Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products- Delhi Region. | The main idea is to study the impact of brand loyalty on buying behavior of women consumer for beauty care products in Delhi region. The chief intent of this research paper is to study the buying behavior of consumer in relation to beauty products. | Delhi,India | 121 Respondents , Percentage | Sample size was limited to 121 respondents only and the research was limited to Delhi city only. |
| Ms. Shallu, Ms. Sangeeta Gupta, **(2013)**. | Impact of Promotional Activities on Consumer Buying Behaviour: A Study of Cosmetic Industry. | To identify the various factors that influences consumer buying behaviour and purchase decision. | India | 200, Respondents , Percentage | This study used a small sample of students and if the same research would have been carried in another area, the results may vary. |
| Guha Dr.Sriparna. **(2013).** | The changing perception and buying behavior | The broad objective of the paper is to identify the | Kolkata , India | 196 respodents, Descriptive | Only Kolkata and surrounding |

| | | | | | |
|---|---|---|---|---|---|
| | of women consumer in Urban India. | changing perception and buying behavior of working women in contrast to the non working women in Urban India. | | Test and Chi-square test | urban areas is studied further studies on other states can be conducted. |
| Wisnu Kawa, Larasati, Sarah FadillahRah madiani and Suresh Kumar. **(2013)** | Factors Affecting Consumer Decision-Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. | This research analyzes the factors that affect Indonesian young–adults to choose imported cosmetics, which are product quality, brand name, price, promotion, packaging, and location and store environment. | Jakarta, Bogor, Depok, Tangerang, and Bekasi (Indonesia) | 350, Respodents, Cronbach's Alpha | The results of this study cannot be used to generalize the condition broader target market in other areas in Indonesia. |
| Muzakkeerul Huda,M and Parves Sultan. **(2013)** | Buying Motives of Herbal Skin Care Products: The Case of Generation Y in Bangladesh. | The paper aims to study the buying motives of herbal skin care products in Bangladesh and the role of that consumer value and marketing mix variables have on consumer's buying motives of herbal skin care products in Bangladesh | Dhaka city Bangladesh | 230, respondents, | This study used a small sample of students and confined the scope of this study within Dhaka city. Second, this study does not attempt to generalize its findings; rather the developed |

| | | | | | |
|---|---|---|---|---|---|
| | | | | | scales and model are the guides for a future study. |
| Ujwala, B. **(2012)** | A study on the consumer buying behavior of personal care products in more Super market, chittoor district | The relationship between a specific brand and its buying behavior and to analyze the various factors influencing the consumer buying behavior. | Chittoor district ,India | 200, respondents, Chi- square test | The study is limited to Chittoor district only. The biasness of respondents while responding to the researcher. |
| Dr. Hamza Salim Khraim. **(2011)**. | The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. | The purpose of this article is to investigate the influence of brand loyalty on cosmetics buying behavior of female consumers in the Emirate of Abu Dhabi in the UAE. | Abu Dhabi city, UAE | 382, Respondents, ANOVA, Pearson Correlation, Cronbach's Alpha | To study more products and services in order to get an in depth and more clear picture about real relationship between the different product/service attributes and brand loyalty. |
| Chiang, Chang-Tzu and Wan-Chen Yu. | Research of Female Consumer Behavior in Cosmetics Market | The main purpose of this study is to identify if there is significant | Hsinchu, Taiwan | 390, Respondents, Mean, Standard | In future researchers may try to expand the |

| | | | | | |
|---|---|---|---|---|---|
| **(2010).** | Case Study of Female Consumers in Hsinchu Area Taiwan. | difference between different lifestyles in attribute and structure, and analyze if significant different shown on consumers with different lifestyle, different attribute, and different result in demographic statistics. | | deviation, Percentage, Factor analysis, Cronbach's α coefficient and ANOVA. | population research of female consumer Behaviour in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan and perform sampling and comparison between different metropolitan areas. |

**Research Gap**

The relation between Personal Care Products and customer buying behavior has been proved by various researchers but the main lacking areas in the previous researches is that most of the studies have been conducted in the international level and not much have been done in Indian context. Also, very few studies have been conducted on comparison of the buying behaviour of male and female towards personal care products in India. Mostly the earlier studies conducted in this sphere had rarely taken into consideration consumers as respondents. So there is a requirement for an elaborate studythat can clearly portray about the significance of Consumer buying behaviour affecting and impacting the Personal Care Product Industry.

**Justification of the Study**

The study is done for getting a deep knowledge and idea about Indian personal care sector. This study will contribute towards a better understanding of the aspects of consumer buying behavior of this growing sector in the city of Jaipur. Flourishing Personal Care Product Industry necessitates a marketer to know the current trends of Indian Personal Care brands among youth. These new trends give more attention for personal appearance especially among new generation .This study will enrich and add more to the trivial literature and provide useful information on society to the business sector as well as dealers in the retailing sector. This information should be of valuable use to marketers to identify marketing opportunities to ensure greater efficiency in their use of resources and other efforts, which are directly related to consumer purchasing behavior such as market segmentation, consumer targeting, product features, promotional and selling efforts.

**Scope of the study**

The consumption or usage of personal care product has increased rapidly over the past decade and tremendous advancement in promotional activities in terms of advertisements has supported this phenomena. Therefore, it is essential for the sellers to identify the patterns of purchasing decision of the personal care product users. So, the present study has been taken up to know the extent of awareness about personal care products and to analyse and compare the attitude of buying behaviour between male and femaleconsumers towards personal care products and purchase patterns and spending styles of people belonging to different segments of personal care consumers . In this study, consumers' attitude towards personal care products is analysed with respect to type of personal care products purchased, frequency

of purchase, frequency of using, place of purchase and reasons for preferring personal care product .The proposed study will be limited on to know the consumer buying behaviour, to analyse the predominant factors affecting consumers' buying behaviour towards personal care products of only top companies. In this study , the personal care products are categorised on the basis of consumer consumption. The whole study is based on consumer buying behavior process.

**Table No.2: Category of Personal Care Products Purchased**

| **Category** | **Products** |
|---|---|
| Face care | Face Cream<br>Lip care<br>Face wash |
| Body Care | Soap<br>Foot care<br>Lotion |
| Hair Care | Shampoo<br>Hair Oil<br>Conditioner<br>Hail Color |
| Oral Care | Tooth paste<br>Tooth Brush |

**Major Companies of Personal Care Sector**

In India, there is a complete range of cosmetic companies. It includes regional companies, national and MNCs. Hindustan Unilever leads the companies which is followed by Godrej consumer care, Procter & Gamble, Emami, Dabur and Calvin Care.

A broad list of these companies has been given below:-

**1. HUL (Hindustan Unilever Ltd.)**

Hindustan Unilever Ltd. Has takes first position in the cosmetic products selling in India. Every one out of two peoples uses the products of HUL. There is a wide range of variety of products of HUL in India.

**Product Range (Personal care):-**

Lux, Lifeboy, Hamam,Liril, Breeze, Dove, Pears, Rexona Fair&Lovely, Ponds,Vasaline, Avience , Sunsilk,Clinic ,Axe, Ayush ,Lakme Surfexel,Rin,Sunlight, Wheel, Closeup,Pepsodent.

**2. GODREJ CONSUMER PRODUCTS LTD.**

Godrej Consumer Care is one of the biggest companies in the field of FMCG business. Every one out of three Indians uses the product of Godrej. It also has a wide verity of cosmetic products.

**Product Range (Personal care):-**

Cinthol, Fair glow, Evita, , Vigil, Shikakai, Colour soft, Nupur (mehandi),, Powder hair die, Renew (hair colour), Cinthol (shampoo, deo, talc, Saving gel), Ezee.

**3. EMAMI**

**Product Range (Personal care):-**

BoroPlus, Fair &Handsome, Fast Relief, Hair Life, Malai Kesar Cold Cream, Navratna Oil(Oil, Lite, Extra Thanda, Cool Talc) Baby massage oil.

**4. ITC**

**Product Range (Personal care):-**

Essenja De Wills, Inizio, Femme, Fi ma(5 varities), Vivel,Superia.

**5. DABUR**

**Product Range (Personal care):-**

Amla hair oil., Amla light oil, Vatika, Anmol Sarson Amla,Gulabari cream, Lotion.

**6. PROCTER & GAMBLE**

**Product Range (Personal care):-**

Pantene,Head & Shoulders, Gillette, Safeguard, Zest, Old Spice, Olay, Aussie(shampoo).

**7. MARICO**

**Product Range (Personal care):-**

Parachute, Medikar, Hair & Care, Santi Amla, Nihar Cemelia, Kaya Lite, Kaya Skin Care, Aromati .

**8. CAVIN KARE**

**Product Range (Personal care):-**

Chick, Nyle, Indica, meera badam shampoo, Karthika, Fairever, Spinz(talk&deo.),Nyle Coldcream.

**9. OTHER COMPANIES:-**

There are some other companies engaged in the business of cosmetic products. Including them, some are the multinational companies like- L'oreal, Reckitt Benckiser India Ltd etc. and as well as some local giants which are perform much better job in the personal care products sector like- Patanjali ,Hankel, Nirma, etc.

**Research Framework**

The basic purpose of the study is to find out and conduct a comparison of attitude of buying behaviour between male and female and the buying behaviour towards personal care products and spending styles of people belonging to different segments of personal care consumers in Jaipur city. The major variables selected for the study are as follows:

| **Dependent variable** | **Independent Variable** |
|---|---|
| **Consumers Buying Behaviour** | **- Demographic Factors:** Age, Occupation, Income, Life Style<br><br>**- Psychological factors:** Motivation, Perception, Selectivity, Expectation, Past experience<br><br>**-Social Factors:** Family, Reference group**,** Roles and status<br><br>**-Cultural Factors:** Culture, Sub-Culture, Social class<br><br>-**Economic factors**: Personal Income, Family income, Income expectations, Savings, Liquid assets of the Consumer, Consumer credit, Other economic factors<br><br>**Other Factors**: Advertisement , brand name, product quality, price, design, promotion, service quality , store environment, Trust , Customer Satisfaction, Newspaper, Magazines |

| S.No. | Objective | Hypothesis | Questions |
|---|---|---|---|
| 1. | To know the preference and attitude of consumers and their needs regarding purchase of personal care products. | $H_{01}$: There is no significant relationship between preferences and attitude of consumers for purchase of personal care products.<br>$H_{a1}$: There is a significant relationship between preferences and attitude of consumers for purchase of personal care products. | What are the consumers' preference and attitude regarding purchase of personal care products? |
| 2. | To compare the buying behaviour male and female consumers of personal care products.. | $H_{02}$: There is no difference between the buying behaviour of male and female towards personal care products.<br>$H_{a2}$: There is difference between the buying behaviour of male and female towards personal care products. | Is there is any difference d between the buying behaviour of male and female towards personal care products ? |
| 3. | To examine the influence of various factors vis personal, social, | | What are the factors that influence buying |

| | | | |
|---|---|---|---|
| | economical, psychological, cultural and others factors on consumer buying behaviour. | | decision for a personal care products brand segments? |
| 4. | To understand the association of preferences for personal care products and customer satisfaction. | $H_{03}$: There is no association between customers' preferences for personal care products and customer satisfaction.<br>$H_{03}$: There is a association between customers' preferences for personal care products and customer satisfaction. | - Do the dimensions of customer preferences have an association with Brand image of personal care products s?<br><br>-Is there any relation between customers' preferences and customer satisfaction? |

**Research Questions**

- What are the consumers' preferences and attitudes regarding purchase of personal care products?

- Is there is any difference between the consumer buying behaviour of male and female consumerstowards personal care products?

- Do the dimensions of customer preferences have an association with customer satisfaction of personal care products?

- What are the factors that influence buying decision for a personal care products brand segments?

**Research Objectives**

The specific objective of this research is as follows:

- To know the preference and attitude of consumers and their needs regarding purchase of personal care products.

- To compare the buying behaviour of male and female consumers of personal care products.

- To examine the influence of various factors vis a vis personal, social, economical, psychological, cultural and others factors on consumer buying behaviour.

- To understand the association of preferences for personal care products and customer satisfaction.

**Hypothesis of the Study**

$H_{01}$: There is no significant relationship between preferences and attitude of consumers for purchase of personal care products.
$H_{a1}$: There is a significant relationship between preferences and attitude of consumers for purchase of personal care products.

$H_{02}$: There is no difference between the buying behaviour of male and female towards personal care products.
$H_{a2}$: There is difference between the buying behaviour of male and female towards personal care products.

$H_{03}$: There is no association between customers' preferences for personal care products and customer satisfaction.
$H_{a3}$: There is a association between customers' preferences for personal care products and customer satisfaction.

**Research Methodology**

**Research Design**

The research design here in the study will be Descriptive and Empirical in nature. It will identify the consumer buying behaviour towards personal care products of top most companies of India and the comparison of attitude of consumer buying behaviour between male and female Also, this study will explore perceptual factors that influence the consumer to purchase personal care products.

**Data Collection**

The primary data will be collected from consumers of personal care products in the city of Jaipur. Data will be collected from whole population i.e, consumers using structured questionnaire based on five point Likert scale. The secondary data will be collected through research publications, standard journals, periodicals, web, advertisement, annual Report, newspaper, magazines, friends & relatives.

**Sample Details**

The proposed study will be focus upon on consumers living in the Jaipur city of Rajasthan State, India. According to Morgan Formula sample size is fixed at 400 consumers.

.

| City of Rajasthan | Population |
|---|---|
| **Jaipur (Total Polulation)** | 30,73,350 |

*(Source – Indian Government Website)*

**Application of sampling Formulae:**

**Krejcie Morgan formula**

Confidence Level = 95 %

Confidence Interval = 4%

Proportion = 5%

Population = 3.073.350

$$\text{Sample Size} = \frac{Z^2 \times p \times (1-p)}{C^2}$$

$$= \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.04)^2} = 384$$

$$\text{New Sample Size} = \frac{\text{Sample size}}{1 + (\text{Sample Size} - 1 / \text{Population})}$$

$$= \frac{384}{1 + (384 - 1 / 30, 73,350)}$$

$$= 384.14$$

**Sample Size Determined = 384 Respondents (Consumers)**

| | **Sampling Process Undertaken** | |
|---|---|---|
| **1.** | Identifying the Target population | All Consumers males and females |
| **2.** | Specifying the sampling frame | Adult above 18 t0 45 years residing in Jaipur City |
| **3.** | Specifying the sampling Unit | Consumers of Jaipur city of Rajasthan |
| **4.** | Specifying the Sampling Method | Simple random Sampling |
| **5.** | Determination of the sample Size | Krejice Morgan formula: 384 Respondents |

**Tools and Techniques**

Various techniques and tools will be used in order to derive the results of the proposed study.

**Scheme of Chapterization**

| Chapter | Topic | | Page No. |
|---|---|---|---|
| | List of Tables | | |
| | List of Figures | | |
| | List of Abbreviations | | |
| 1. | Introduction | | |
| 1.1 | Introduction | | |
| | 1.1.1 | Consumer Behaviour | |
| | 1.1.2 | Modal of Consumer Behaviour | |
| | 1.1.3 | Consumer Behavior Decision Making process | |
| | 1.1.4 | Factor Affecting Decision process | |
| | 1.1.5 | Introduction of Personal Care products | |
| | 1.1.6 | Meaning of Personal Care products | |
| | 1.1.7 | Types of Personal Care products | |
| | 1.1.9 | Significance of Personal Care products | |
| | 1.1.10 | Current Personal Care products Scenario | |
| | 1.1.11 | Emerging New trends in Personal Care products Industry | |
| | 1.1.12 | Opportunities and Challenges of Personal Care products | |
| | 1.1.14 | Top Personal Care products Companies | |
| 1.2 | Relevance of the Study | | |
| 1.3 | Model of the Study | | |
| 1.4 | Conceptual Framework | | |
| 2. | Review of Literature | | |
| 2.1 | Review related to Consumer Behaviour | | |
| 2.2 | Review related to Consumer Personality and life style | | |
| 2.3 | Review related to Factor affecting Personal Care | | |

| | | |
|---|---|---|
| | products | |
| 2.4 | Review related to Personal Care products | |
| 2.5 | Review related to Customer Satisfaction | |
| 2.6 | Review related to Brand Image | |
| 2.7 | Overall Review of Related Literature | |
| 3. | Research Methodology | |
| 3.1 | Research Objectives | |
| 3.2 | Research Gap | |
| 3.3 | Need and Significance of the study | |
| 3.4 | Objectives of the Study | |
| 3.5 | Hypotheses | |
| 3.6 | Scope of the Study | |
| 3.7 | Universe of the Study | |
| 3.8 | Sample | |
| 3.9 | Tools | |
| 3.10 | Data Collection | |
| 3.11 | Processing of data | |
| 3.12 | Statistical Analysis | |
| 4. | Descriptive Analysis and Interpretation | |
| 5. | Conclusion | |
| | Conclusion and Findings | |
| | Suggestions | |
| | Application of the Research | |
| | Limitations of the Study | |
| | Scope for further Research | |
| | Bibliography | |
| | References | |
| | Web Bibliography (Websites) | |
| | Appendices | |

***Bibliography***

**Books**


- Michael R. Solomon (2012) Consumer Behavior, Ninth Edition, PHI Learning Pvt. Ltd, New Delhi
- Philip Kotler (1999) Marketing Management, Tenth Edition, Prentice Hall.


**Reference**


- Anute, Nilesh ,Dr. Anand Deshmukh and Prof. Amol Khandagale. (2015) Consumer Buying Behavior towards Cosmetic Products. *International Journal in Management and Social Science.*3.Retrieved from http://www.academia.edu

- Barot Mukti Rajenderkumar. (2017). An Analytical Study of Consumer Buying Behaviour on The Way to Cosmetics Products. *Journal of Commerce and Management*. Retrieved from http://www.kcgjournal.org

- Bhatt , Kruti and Peenal Sankhla .(2017).A study on Consumer Buying Behavior towards Cosmetic Products. *International Journal of Engineering Technology Science and Research.*4 .Retrieved from http://www.ijetsr.com

- Chiang, Chang-Tzu and Wan-Chen Yu. (2010).Research of Female Consumer Behavior in Cosmetics Market Case Study of Female Consumers in Hsinchu Area Taiwan .*Scientific Research* .2, 348-353

- Dr. Hamza Salim Khraim. (2011).The Influence of Brand Loyalty on Cosmetics Buying Behavior of UAE Female Consumers. *International Journal of Marketing Studies.*3 . Retrieved from http:// www.ccsenet.org/ijms

- Fatima, Samar and Samreen Lodhi. (2015) .Impact of Advertisement on Buying Behaviours of the consumers: Study of Cosmetic Industry in Karachi City. *International Journal of Management Sciences and Business Research.*4. Retrieved from http://www.ijmsbr.com

- Guha, Dr. Sriparna`.(2013) .The changing perception and buying behaviour of women consumer in Urban India. *Journal of Business and Management* .11,34-39

- Kazim , Syed and D. G. Kantharaj (2015).Impact of Advertisements towards Customer Purchase Decision: A Study with reference to Cosmetic Products. *International Journal of Management and Development Studies.* 4, 310-317

- Kumar, Hemanth, A, H, S.Franklin John and S.Senith. (2014).A Study on factors influencing consumer buying behavior in cosmetic Products. *International Journal of Scientific and Research Publications.* 4. Retrieved from http://www.ijsrp.org

- M. Parmar, Sushilkumar.(2014). A Study of Brand Loyalty for Cosmetic Products among Youth. *International Journal for Research in Management and Pharmacy .3.* Retrieved from http://www.raijmr.com/ijrmp

- Ms. Shallu, Ms. Sangeeta Gupta, (2013).Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry. *International Journal of Commerce, Business and Management.*3. Retrieved from http://www.iracst.org/ijcbm/

- Muzakkeerul Huda,M and Parves Sultan(2013) Buying Motives of Herbal Skin Care Products: The Case of Generation Y in Bangladesh. *International Review of Business Research Papers.*9. Retrieved from https://www.researchgate.net

- Nagananthi, Dr. T, M. Mahalakshmi. (2016).Consumers 'Brand Preference and Buying Behaviour of Cosmetic Products at Coimbatore City. *Intercontinental Journal of Marketing research review* .4. Retrieved from https://www.icmrr.org

- Rameshwari,P, R. Mathivanan and M. Jeganathan.(2016). A Study On Consumer Buying Behaviour of Cosmetic Products in Thanjavur, Tamilnadu, India. *Indo – Asian Journal of Multidisciplinary Research.* 2 , 598 – 602

- Rao Desai, Kisan Shivaji. (2014) .A Study On consumer buying Behavior of Cosmetics products In Kolhapur .*Reviews of Literature*.1.Retrieved from Retrieved from https://oldrol.lbp.world

- Ravindra ,Dr. And Sunita Yadav .(2017). Consumers Habits towards Cosmetic Products- A Study of Rewari Disrict in Hatyana. *Kaav International Jouranal oF Economics, Commerce & Business Management.* 4*,* 191-196

- Rekha M.Banu, and K.Gokila..(2015).A study on consumer awareness,attitude and preference towards herbal cosmetic products with special reference to Coimbatore city. *International Journal of Interdisciplinary and Multidisciplinary Studies.* 2,96-100

- Sharma, Anjali ,Shruti Bhola, Shweta Malyan and Neha Patni.(2013). Impact of Brand Loyalty on Buying Behavior of Women Consumers for Beauty Care Products-Delhi Region. Global Journal of Management and Business Studies. 3, 817-824

- Ujwala, B. (2012). A study on the consumer buying behavior of personal care products in more Super market, chittoor district. *World Academy of Informatics and Management*.1, 2278-1315

- Vasan, Dr. M. (2018).Consumers Attitude towards Personal Care Products of Patanjali Ayurved Limited. *Research magma,An International Multidisciplinary Journal*.2.Retrieved from http://www.researchgate.net

- Wisnu Kawa, Larasati, Sarah Fadillah Rahmadiani and Suresh Kumar.(2013) Factors Affecting Consumer Decision-Making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek, Indonesia. *The SIJ Transactions on Industrial, Financial & Business Management.*1.Retrieved from http://www.Thesij.com

**Web Resources:**


- https://business.mapsofindia.com/top-brands-india/personal-care.html
- https://en.wikipedia.org/wiki/Personal care
- https://cosmeticsinfo.org/Cosmetics-history
- www.vault.com/industries-professions/industries/personal-care-products.aspx